

MAY 17 2006

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Date: May 17, 2006

TO: Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450  
FAX NUMBER 571-273-8300

FROM: Jeffrey L. Brandt  
OUR REF: J140U005US00 (B01.005/U)

Document(s) Transmitted: Please find a Revocation and Power of Attorney (1 pg.) for the below identified matter.

Total pages of this transmission, including cover letter: 2 pgs.

If you do NOT receive all of the pages described above, please telephone us at 612-236-9921 or fax us at 612-677-3572.

In re. Patent Application of: Scv K. Keil, et al.

Examiner: Unknown


Serial No.: 10/635,387

Group Art Unit: 3623

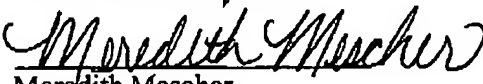
Filed: August 6, 2006

Docket No.: J140U005US00 (B01.005/U)

Title: SYSTEM TO QUANTIFY CONSUMER PREFERENCES

By:   
Name: Jeffrey L. Brandt  
Reg. No.: 31,490

I hereby certify that this paper is being transmitted by facsimile to the U.S. Patent and Trademark Office on the date shown below.

  
Meredith Mescher

May 17, 2006  
Date of transmission

MAY 17 2006

S/N 10/635,387PATENTIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Sev K. Keil et al. Examiner: Unknown  
Serial No.: 10/635,387 Group Art Unit: 3623  
Filed: August 6, 2003 Docket: B01.005/U  
Title: SYSTEM TO QUANTIFY CONSUMER PREFERENCES

REVOCATION AND POWER OF ATTORNEY  
CERTIFICATE UNDER 37 CFR § 3.73(b)

Commissioner for Patents  
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Alexandria, VA 22313-1450

In accordance with 37 C.F.R. Section 1.36, M.P.E.P. Section 402.05 and 402.07, please revoke any existing Powers of Attorney, if any, and appoint the following attorneys and/or patent agents to prosecute this application and to transact all business in the Patent and Trademark Office in connection therewith:

**CUSTOMER NUMBER: 33893**

CERTIFICATE UNDER 37 CFR § 3.73(b)

Blue Flame Data, Inc. hereby certifies that it is the assignee of the entire right, title and interest in the patent application identified above by virtue of an assignment from the inventor filed May 11, 2005, and recorded on Reel 016001, Frames 0944 - 0950. To the best of my knowledge and belief, title is in Blue Flame Data, Inc., the assignee.

Pursuant to 37 C.F.R. §3.73(b) I hereby declare that I, Gary Traynor am empowered to sign this certificate on behalf of Blue Flame Data, Inc., the assignee.

I hereby declare that all statement made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true.

Please direct all correspondence in this case to:

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Date 5/9/2006

By 

Gary Traynor  
Title: Chief Financial Officer